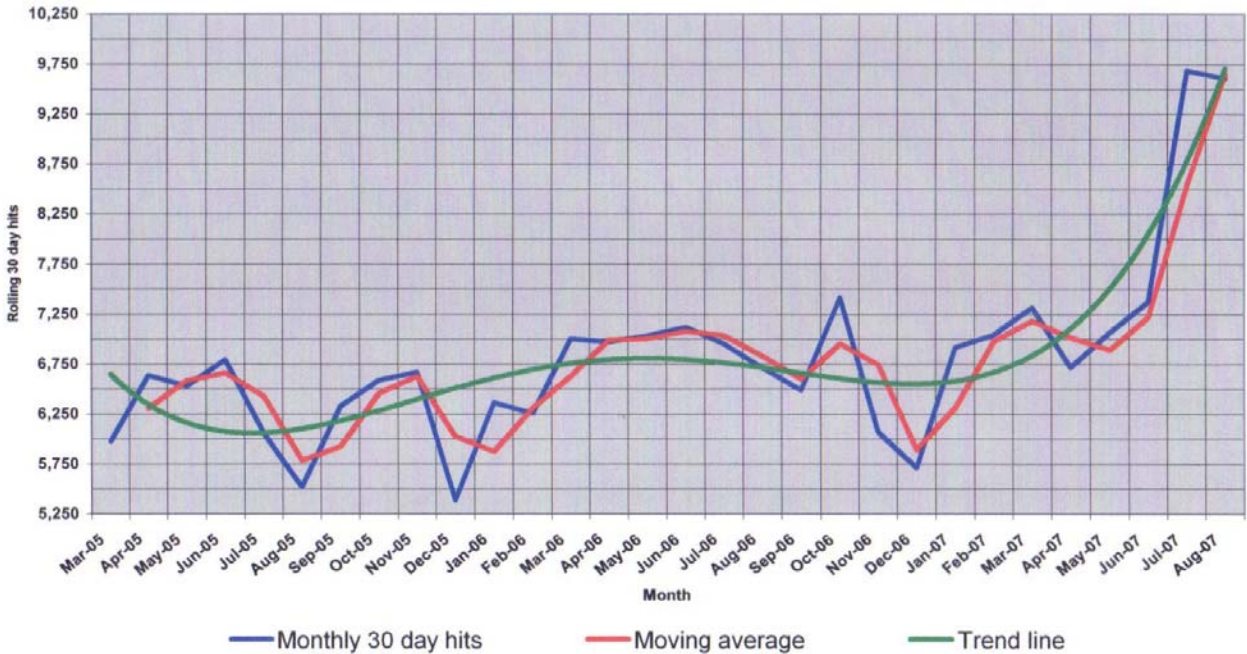


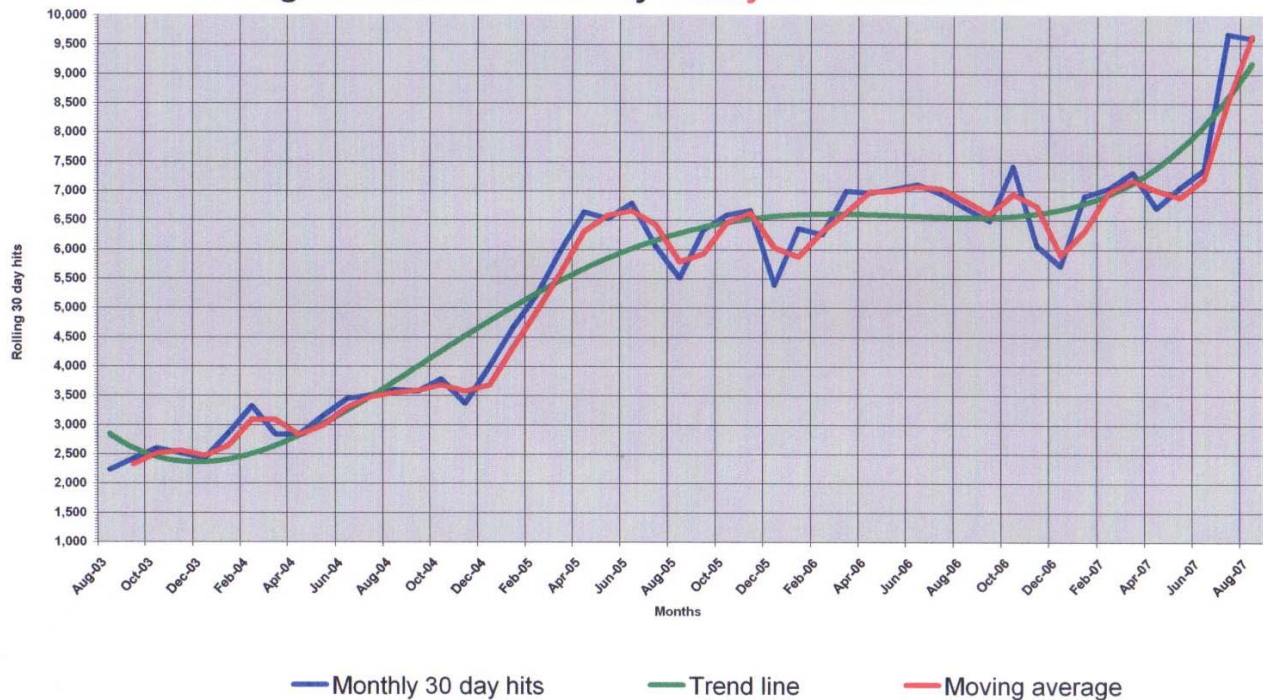
# V8 Website hit report for July 2007

## Monthly 30 day hits & trends from March 2005



The trend line (green) shows a major upturn in the hit rate trend in July 2007 – a real step change in the hit rate. This chart covers the 29 month period from March 2005. See comments on August 2007 on page 3.































## V8 Register website - monthly 30 day hits over 2003-07



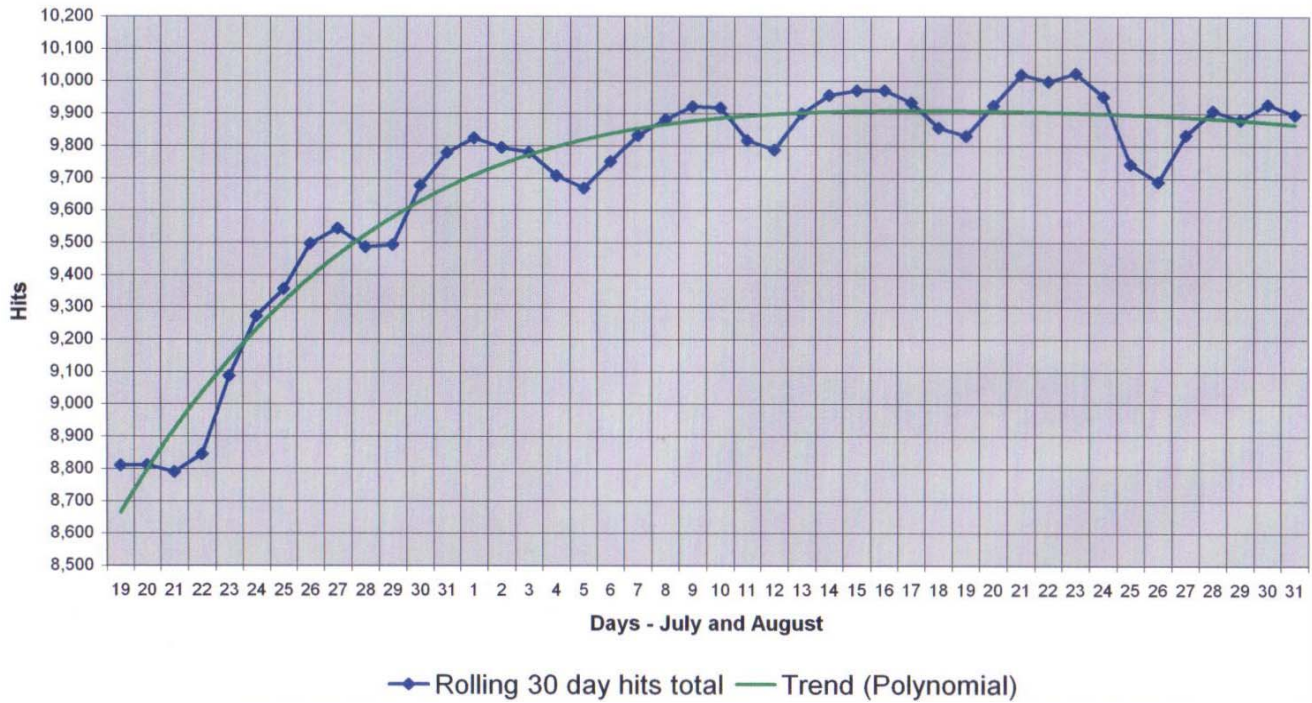
The long term chart from August 2003 – the step change in hits seen in July 2007 is clear in this chart

Note: the rolling 30 day hits are the total hits less any repeat hits from the same visitors in any day. This is termed the “unique hit count” rather than the “total hit count”. The total hit count for the 31 days of July 2007 was 30,115 and the unique hit count was 10,009 suggesting the average hits per visitor per day is just over 3.

## Last 30 days:

Mon Jul 2 2007:		301
Tue Jul 3 2007:		396
Wed Jul 4 2007:		328
Thu Jul 5 2007:		329
Fri Jul 6 2007:		318
Sat Jul 7 2007:		270
Sun Jul 8 2007:		275
Mon Jul 9 2007:		301
Tue Jul 10 2007:		336
Wed Jul 11 2007:		317
Thu Jul 12 2007:		354
Fri Jul 13 2007:		308
Sat Jul 14 2007:		254
Sun Jul 15 2007:		304
Mon Jul 16 2007:		344
Tue Jul 17 2007:		383
Wed Jul 18 2007:		351
Thu Jul 19 2007:		331
Fri Jul 20 2007:		297
Sat Jul 21 2007:		279
Sun Jul 22 2007:		258
Mon Jul 23 2007:		383
Tue Jul 24 2007:		370
Wed Jul 25 2007:		390
Thu Jul 26 2007:		455
Fri Jul 27 2007:		331
Sat Jul 28 2007:		224
Sun Jul 29 2007:		275
Mon Jul 30 2007:		384
Tue Jul 31 2007:		332
Total:		9778

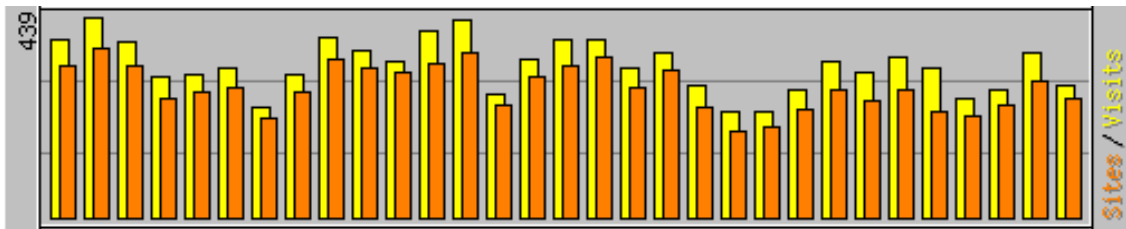
**V8 Website rolling 30 day hits projection**  
(total hits less any repeat hits in any day)



**Projected daily rolling 30 day hit count for August 2007**

Using a simple projection model, the likely daily rolling 30 day hit count (unique hits) may well reach the 10,000 hits level around the 21<sup>st</sup> to 23<sup>rd</sup> August 2007. This model is based on moving four week averages and does not take account of seasonal factors. In previous years we have seen a drop in hits in August as many members in the UK and Mainland Europe are away on holiday and quite naturally have better things to do than visit the V8 website! We shall see how that factor impacts the hit count trend and whether the step change in hits is maintained.

**V8 Bulletin Board hits**



There were 10,264 “visits” to the V8BB in July 2007 compared with 11,236 in June, so a small drop of 8.5% but from other reports it seems the visitors’ hits on individual postings are up suggesting a greater interest in the material on the V8BB. One factor may be the increasing volume of good quality postings on the V8BB.